



Key Performance Indicator

- 1) Increase tech support capacity for Fiber Optic customers and lower tech tickets per customer to 0.5
- 2) Increase sale of 1 and 2 year contracts by 5% each
- 3) Yearly increase of automatic payments by 5%

Churn Dashboard



- Demographics
- Customer Account Information
- Services

Customer Risk Analysis



- internet service
- type of contract
- payment method



Churn Dashboard



1869

Customers at risk

2173

of Tech Ticket

139,13K

Monthly charges

2,86M

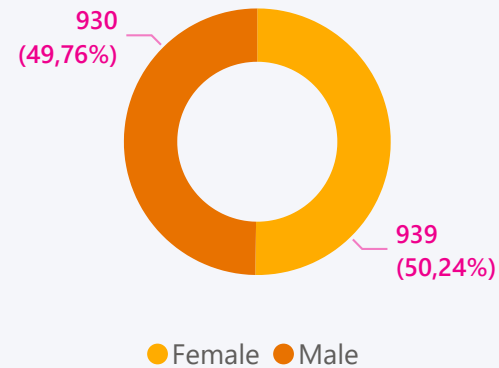
Monthlv Charges

885

of Admin Ticket

Demographics

Count of gender by gender



25 %

Senior Citizen

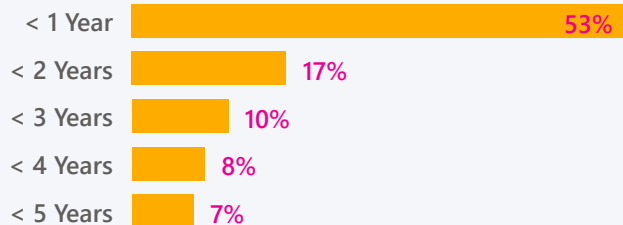
36 %

Partner

17 %

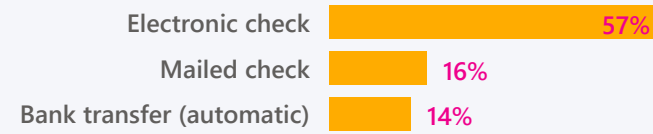
Dependents

Subscription time



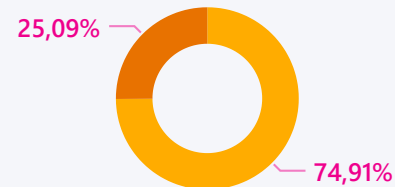
Customer Account Information

Payment Method



Paperless Billing

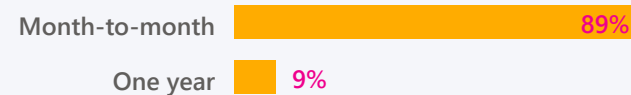
Count of PaperlessBilling



Average charges

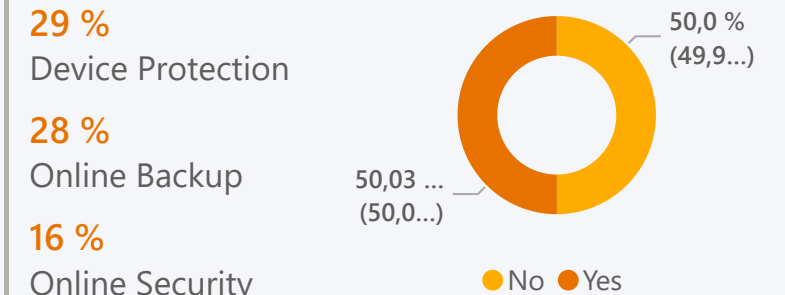
1 531,80
Yearly charges
74,44
Monthly char...

Payment Method

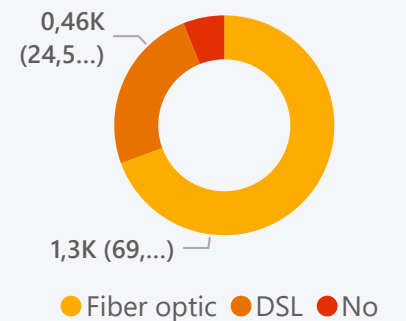


Services customers signed up

Multiple Lines



Count of InternetService



Customer Risk Analysis



7043

Number of Custom...

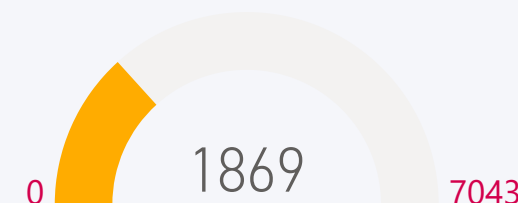
16,06M

TotalCharges

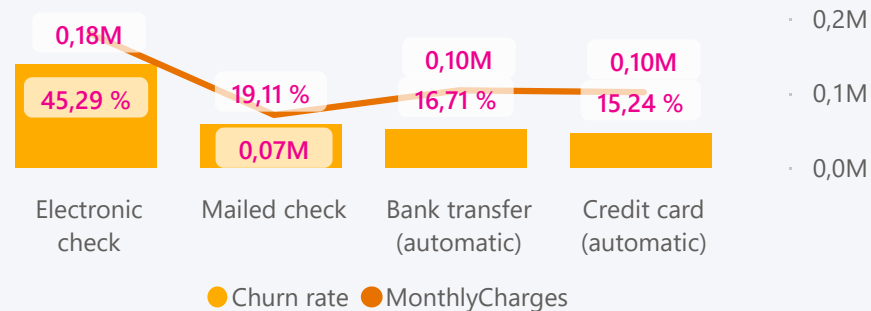
26,54 %

Churn Rate

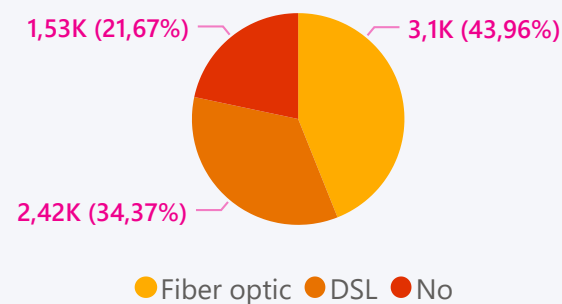
Churn



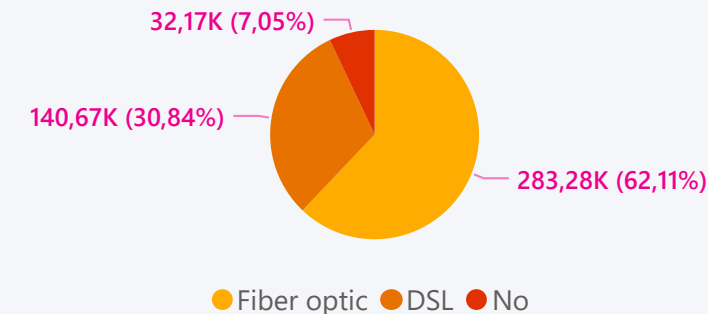
Churn by payment method



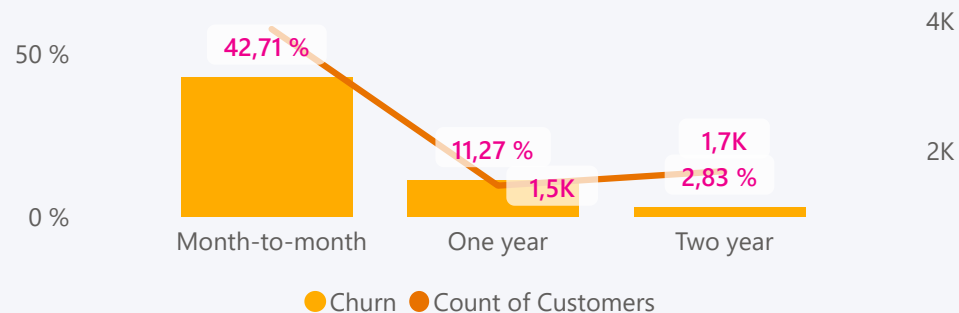
of customer by internet services



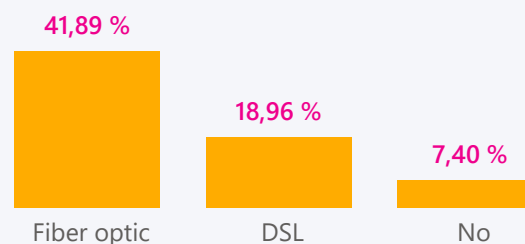
Sum of monthly charges



Type of Contract



churn rate % by Churn by type of service



Year of Contract

